

## BIBLIOGRAPHY

- Abdullah, M. M. (2015). *Metodologi Penelitian Kuantitatif*. Aswaja Pressindo.
- Adobe & Econsultancy. (2022). *2022 Digital Trends: APAC in Focus*. Retrieved March 8, 2022, from [https://business.adobe.com/in/resources/sdk/apac-digital-trends.html?faas\\_unique\\_submission\\_id=8ECB5665-8BAA-80FB-194F-E67DA7437724](https://business.adobe.com/in/resources/sdk/apac-digital-trends.html?faas_unique_submission_id=8ECB5665-8BAA-80FB-194F-E67DA7437724)
- Andriuzzi, A., & Michel, G. (2021). Brand conversation: Linguistic practices on social media in the light of face-work theory. *Recherche et Applications en Marketing (English Edition)*, 31(1).  
<https://doi.org/10.1177/2051570720974511>
- Anestia, C. (2022, April 18). Netflix Gandeng Telkom untuk Rangkul Lebih Banyak Pengguna di Indonesia | DailySocial.id. Dailysocial. Retrieved November 30, 2022, from <https://dailysocial.id/post/netflix-gandeng-telkom-untuk-rangkul-lebih-banyak-pengguna-di-indonesia>
- Argawal, R., & Weill, P. (2012). The benefits of combining data with empathy. *MIT Sloan Management Review*, 54, 35-41. Retrieved September 17, 2022, from <https://sloanreview.mit.edu/article/the-benefits-of-combining-data-with-empathy/>
- Aronson, E. (1995). *The Social Animal*. W.H. Freeman.
- Babbie, E. R. (2016). *The Practice of Social Research*. Cengage Learning.
- Baeblue [@pinkydolphins]. (2022, March 16). *Iya bgt. Beberapa waktu lalu ngalamin hal yg seharusnya sedih. Tapi karena orang2 sekitar menghibur bgt dan sering jadiin becandaan. Kl inget kejadian itu baik2 aja. Mantul na hee do* [Tweet]. Twitter. Retrieved November 30, 2022, from [https://twitter.com/pinkydolphins/status/1503780827825524743?s=20&t=60VeL6zByZpdAR63yTUK\\_A](https://twitter.com/pinkydolphins/status/1503780827825524743?s=20&t=60VeL6zByZpdAR63yTUK_A)
- Bargh, J. A., McKenna, K. Y. A., & Fitzsimons, G. M. (2002). Can you see the real me? Activation and expression of the “true self” on the internet. *Journal of Social Issues*, 58(1), 33-48. <https://doi.org/10.1111/1540-4560.00247>

- Baron-Cohen, S., & Wheelwright, S. (2004). The Empathy Quotient: An Investigation of Adults with Asperger Syndrome or High Functioning Autism, and Normal Sex Differences. *Journal of Autism and Developmental Disorders*, 34(2), 163-175.  
<https://doi.org/10.1023/B:JADD.0000022607.19833.00>
- Bartsch, A., Oliver, M. B., Nitsch, C., & Scherr, S. (2018). Inspired by the Paralympics: Effects of Empathy on Audience Interest in Para-Sports and on the Destigmatization of Persons With Disabilities. *Communication Research*, 45(4), 525-553. <https://doi.org/10.1177/0093650215626984>
- Bian, X., & Haque, S. (2020). Counterfeit versus original patronage: Do emotional brand attachment, brand involvement, and past experience matter? *Journal of Brand Management*, 27, 438-451.  
<https://doi.org/10.1057/s41262-020-00189-4>
- Boslaugh, S. (2007). *Secondary Data Sources for Public Health: A Practical Guide*. Cambridge University Press.
- Brennan, L. (2018, October 12). *How Netflix Expanded to 190 Countries in 7 Years*. Harvard Business Review. Retrieved February 25, 2022, from <https://hbr.org/2018/10/how-netflix-expanded-to-190-countries-in-7-years>
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research*, 14(3), 252-271.  
<https://doi.org/10.1177%2F1094670511411703>
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105-114. <https://doi.org/10.1016/j.jbusres.2011.07.029>
- Brooks, C. (2016). *Marketing with Strategic Empathy: Inspiring Strategy with Deeper Consumer Insight*. Kogan Page.
- Brown, J. D. (2001). *Using Surveys in Language Programs*. Cambridge University Press.
- Calder, B. J., Malthouse, E. C., & Schaedel, U. (2009). Engagement with Online Media and Advertising Effectiveness. *Journal of Interactive Marketing*, 23, 321-331. Retrieved March 24, 2022, from

[https://www.researchgate.net/publication/237046588\\_Engagement\\_with\\_Online\\_Media\\_and\\_Advertising\\_Effectiveness](https://www.researchgate.net/publication/237046588_Engagement_with_Online_Media_and_Advertising_Effectiveness)

- Campbell, C., Ferraro, C., & Sands, S. (2014). Segmenting consumer reactions to social network marketing. *European Journal of Marketing*, 48(3), 432-452. <https://doi.org/10.1108/EJM-03-2012-0165>
- Carvalho, A., & Fernandes, T. (2018). Understanding customer brand engagement with virtual social communities: A comprehensive model of drivers, outcomes and moderators. *Journal of Marketing Theory and Practices*, 26(1-2), 23-37. <https://doi.org/10.1080/10696679.2017.1389241>
- Chalal, H., Wirtz, J., & Verma, A. (2020). Social Media Brand Engagement: Dimensions, Drivers and Consequences. *Journal of Consumer Marketing*, 37(2), 191-204. <https://doi.org/10.1108/JCM-11-2018-2937>
- Cho, S. Y. (2021). The Effects of Brand Involvement and Messaging Strategy on User Responses. *Journal of Promotion Management*, 28(1), 42-59. <https://doi.org/10.1080/10496491.2021.1955078>
- Creswell, J. W. (2009). *Research design*. SAGE Publications.
- Cronbach, L. J. (1951). Coefficient alpha and the interval structure of tests. *Psychometrika*, 16, 297-334. <https://doi.org/10.1007/BF02310555>
- Cuff, B. M. P., Brown, S. J., Taylor, L., & Howat, D. J. (2014). Empathy: A Review of the Concept. *Emotion Review*, 1-10. <https://doi.org/10.1177/1754073914558466>
- Damayanti, K., & Suyanto, A. (2022). Positioning Analysis of Video-on-Demand Service Provider in Indonesia Based on E-Service Quality Dimensions. *Asian Journal of Research in Business and Management*, 4(2), 98-110. <https://doi.org/10.55057/ajrbm.2022.4.2.10>
- Danaher, P. J., & Rossiter, J. R. (2011). Comparing perceptions of marketing communication channels. *European Journal of Marketing*, 45(1/2), 6-42. <https://doi.org/10.1108/03090561111095586>
- Data Reportal. (2021, January 27). *Digital 2021: Global Overview Report* — DataReportal – Global Digital Insights. Data Reportal. Retrieved February 26, 2022, from <https://datareportal.com/reports/digital-2021-global-overview-report>

- Data Reportal. (2022, February 16). *Digital 2022: Indonesia*. Data Reportal. Retrieved March 26, 2022, from <https://datareportal.com/reports/digital-2022-indonesia>
- Davis, M. H. (1983). Measuring Individual Differences in Empathy: Evidence for A Multidimensional Approach. *Journal of Personality and Social Psychology*, 44(1), 113-126. <https://doi.org/10.1037/0022-3514.44.1.113>
- Dawson, L. E., Soper, B., & Pettijohn, C. E. (1992). The effects of empathy on salesperson effectiveness. *Psychology & Marketing*, 9(4), 297-310. <https://doi.org/10.1002/mar.4220090404>
- Dens, N., & De Pelsmacker, P. (2010). Consumer response to different advertising appeals for new products: The moderating influence of branding strategy and product category involvement. *Journal of Brand Management*, 18(1), 50-65. <https://doi.org/10.1057/bm.2010.22>
- Derks, D., Bos, A. E. R., & Grumbkow, J. v. (2008). Emoticons in Computer-Mediated Communication: Social Motives and Social Context. *Cyberpsychology & behavior: the impact of the Internet, multimedia and virtual reality on behavior and society*, 11(1), 99-101. <https://doi.org/10.1089/cpb.2007.9926>
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: A social media perspective. *Journal of Product and Brand Management*, 24(1), 28-42. <http://doi.org/10.1108/JPBM-06-2014-0635>
- detikNews. (2021, June 5). *Keliru Tanggapi Aduan Pelecehan Seksual di KRL, KAI Commuter Minta Maaf*. detikNews. Retrieved October 5, 2022, from <https://news.detik.com/berita/d-5594583/keliru-tanggapi-aduan-pelecehan-s-eksual-di-krl-kai-commuter-minta-maaf>
- Dimitrova, B. (2019). *Instagram as a mirror of brand identities: A qualitative analysis of Netflix communication strategy on Instagram in the United States*. Media & Creative Industries. Retrieved February 25, 2022, from <http://hdl.handle.net/2105/49928>
- Disney+ Hotstar Indonesia [@DisneyPlusHotstarID]. (2022, October 1). *Perkenalkan Bix Caleen, Syril Karn, dan Maarva Andor*. [Instagram Post;

attached photo]. Instagram. Retrieved October 7, 2022, from [https://www.instagram.com/p/CjFiYTps7mj/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CjFiYTps7mj/?utm_source=ig_web_copy_link)

- Duan, C., & Hill, C. E. (1996). The current state of empathy research. *Journal of Counseling Psychology*, 43(3), 261-274.  
<https://doi.org/10.1037/0022-0167.43.3.261>
- Dubovi, I., & Tabak, I. (2021). Interactions between Emotional and Cognitive Engagement with Science on YouTube. *Public Understandings of Science*, 30(6), 759-776. <https://doi.org/10.1177%2F0963662521990848>
- Ekman, P. (2004). *Emotions Revealed: Recognizing Faces and Feelings to Improve Communication and Emotional Life*. Henry Holt and Company.
- Emerson, R. M. (1976). Social Exchange Theory. *Annual Review of Sociology*, 2, 335-362. <https://psycnet.apa.org/doi/10.1146/annurev.so.02.080176.002003>
- Escalas, J. E. (2004). Narrative Processing: Building Consumer Connections to Brands. *Journal of Consumer Psychology*, 14(1-2), 168-180.  
[https://doi.org/10.1207/s15327663jcp1401&2\\_19](https://doi.org/10.1207/s15327663jcp1401&2_19)
- Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of Strategic Social Media Marketing: A Holistic Framework. *Journal of Business Research*, 70(C), 118-126. Retrieved March 24, 2022, from <https://econpapers.repec.org/article/eejbrese/>
- Feng, J., Lazar, J., & Preece, J. (2004). Empathy and online interpersonal trust: A fragile relationship. *Behaviour & Information Technology*, 23(2), 97-106.  
<https://doi.org/10.1080/01449290310001659240>
- Fiedler, C., Göller, A., Hildebrand, A., Wölfflin, H., Schmarsow, A., & Vischer, R. (1994). *Empathy, Form, and Space: Problems in German Aesthetics, 1873-1893* (H. F. Mallgrave & R. Vischer, Eds.; H. F. Mallgrave & E. Ikonomidou, Trans.). Getty Center for the History of Art and the Humanities.
- Forrester Consulting. (2008). *How Engaged Are Your Customers?* Forrester Consulting. Retrieved October 7, 2022, from <http://docplayer.net/9663683-How-engaged-are-your-customers.html>
- Fournier, S., & Avery, J. (2011). The uninvited brand. *Business Horizons*, 54(3), 193-207. <https://doi.org/10.1016/j.bushor.2011.01.001>

- Fowler, F. J., Singer, E., Tourangeau, R., Groves, R. M., Couper, M. P., & Lepkowski, J. M. (2009). *Survey Methodology*. Wiley.
- Fuller, M., Heijne-Penninga, M., Kamans, E., Vuuren, M. v., Jong, M. d., & Wolfensberger, M. (2018). Identifying competence characteristics for excellent communication professionals: A work field perspective. *Journals of Communication Management*, 22(2), 233-252.  
<https://doi.org/10.1108/JCOM-07-2016-0051>
- Gao, L. (2016, January 29). *Motives for Posting and Liking on Social Media: Comparing Differences between Chinese and European Users*. University of Twente. Retrieved November 18, 2022, from  
[http://essay.utwente.nl/69110/1/Gao\\_MA\\_Behvioral,%20Management,%20and%20Social%20Sciences.pdf](http://essay.utwente.nl/69110/1/Gao_MA_Behvioral,%20Management,%20and%20Social%20Sciences.pdf)
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 21 Update PLS Regresi*. Badan Penerbit Universitas Diponegoro.
- Gilligan, C., & Wilson, R. M. S. (2009). *Strategic Marketing Planning*. Butterworth-Heinemann.
- Goetz, J. L., Keltner, D., & Simon-Thomas, E. (2010). Compassion: An evolutionary analysis and empirical review. *Psychological Bulletin*, 136(3), 351-374. <https://doi.apa.org/doi/10.1037/a0018807>
- Goleman, D. (2008, March 1). *When can empathy move us to action?* Greater Good Science Center at the University of California, Berkeley. Retrieved March 8, 2022, from  
[https://greatergood.berkeley.edu/article/item/hot\\_to\\_help](https://greatergood.berkeley.edu/article/item/hot_to_help)
- Grieve, R., Indian, M., Witteveen, K., Tolan, A. G., & Marrington, J. (2013). Face-to-face or Facebook: Can social connectedness be derived online? *Computers in Human Behavior*, 29(3), 604-609.  
<https://doi.org/10.1016/j.chb.2012.11.017>
- Griffin, A., & Hauser, J. R. (1993). The Voice of The Customer. *Marketing Science*, 12(1), 360-373. Retrieved February 25, 2022, from  
<https://hbr.org/2004/07/marketing-myopia>



- Hall, J., & Schwartz, R. (2019). Empathy Present and Future. *The Journal of Social Psychology*, 159(3), 225-243.  
<https://doi.org/10.1080/00224545.2018.1477442>
- Hanin, A. (2022, March 27). Netflix Gelar Kampanye #HallyuBarengNetflix di Area Metropolitan Jakarta. Marketeers. Retrieved May 17, 2022, from <https://www.marketeers.com/netflix-gelar-kampanye-hallyubarengnetflix-di-area-metropolitan-jakarta/>
- Hatfield, E., Rapson, R. L., & Le, Y.-C. L. (2009). *Emotional Contagion and Empathy* [The Social Neuroscience of Empathy]. MIT Press.  
<https://doi.org/10.7551/mitpress/9780262012973.003.0003>
- Hendriks, A., & Castro, D. (2021). Netflix's community relationship management. An analysis of its Facebook-USA page. *Journal of Media Business Studies*.  
<https://doi.org/10.1080/16522354.2021.1932396>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149-165.  
<https://doi.org/10.1016/j.intmar.2013.12.002>
- Hollebeek, L. D. (2011). Exploring customer brand engagement: Definition and themes. *Journal of Strategic Marketing*, 19(7), 555.  
<https://doi.org/10.1080/0965254X.2011.599493>
- Hootsuite. (2022). *Hootsuite's Social Media Trends 2022*. Retrieved March 8, 2022, from <https://www.hootsuite.com/research/social-trends>
- Huang, T., & Grant, W. J. (n.d.). A Good Story Well Told: Storytelling Components That Impact Science Video Popularity on YouTube. *Front. Commun.*, 5. <https://doi.org/10.3389/fcomm.2020.581349>
- HubSpot & Talkwalker. (2022). *2022 Social Media Trends Report*. Retrieved March 8, 2022, from <https://offers.hubspot.com/social-media-trends-report-2022>
- Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer-brand relationships: A three-country study of brand perceptions and marketing behaviors. *International Journal of*

*Research in Marketing*, 33(1), 27-41.

<https://doi.org/10.1016/j.ijresmar.2015.06.004>

Hulin, C., Netemeyer, R. G., & Cudeck, R. (2001). Can a Reliability Coefficient Be Too High? *Journal of Consumer Psychology*, 10(1), 55-58.

<http://doi.org/10.2307/1480474>.

JAKPAT. (2019). *What Indonesian Viewers Say About National TV and Digital Content? – JAKPAT Survey Report*. JAKPAT. Retrieved October 7, 2022, from

<https://blog.jakpat.net/what-indonesian-viewers-say-about-national-tv-and-digital-content-jakpat-survey-report/>

JAKPAT. (2022, August 22). *K-Drama Fever - JAKPAT Survey Report 2022*.

JAKPAT. Retrieved November 18, 2022, from

<https://jakpat.net/pdf/35672/k-drama-fever---jakpat-survey-report-2022>

Jayasingh, S., & Venkatesh, R. (2016). Determinants of Customer Brand

Engagement in Social Media Sites: A conceptual framework. *International Business Management*, 10(15), 2802-2807.

<https://doi.org/10.3923/ibm.2016.2802.2807>

Ju, H. (2018, July). The Korean Wave and Korean Dramas. *Koran Television and Industry Studies*, 1-21.

<http://doi.org/10.1093/acrefore/9780190228613.013.715>

Khan, M. L. (2017). Social Media Engagment: What motivates user participation and consumption on YouTube. *Computers in Human Behavior*, 66, 236-247.

<https://doi.org/10.1016/j.chb.2016.09.024>

Kim, C., & Yang, S.-U. (2017). Like, comment, and share on Facebook: How each behavior differs from the other. *Public Relations Review*, 43, 441-449.

<https://doi.org/10.1016/J.PUBREV.2017.02.006>

King University Online. (2019, September). The Psychology of Social Media.

Retrieved November 18, 2022, from

<https://online.king.edu/news/psychology-of-social-media/>

Kompas.com. (2022, May 9). *BMKG Prediksi Cuaca Panas Sampai Pertengahan Mei, Warga Diminta Jaga Stamina*. Kompas.com. Retrieved November 16, 2022, from



<https://nasional.kompas.com/read/2022/05/09/19040051/bmkg-prediksi-cuaca-panas-sampai-pertengahan-mei-warga-diminta-jaga-stamina>

Korean Culture and Informational Service (KOCIS). (2020, August). *Monthly Magazine 2020: K-Drama*. Korean Culture and Informational Service (KOCIS). Retrieved November 18, 2022, from

<https://www.kocis.go.kr/ebook/ecatalog5.jsp?Dir=217&eclang=en>

Korean Foundation for International Cultural Exchange (KOFICE). (2021, July 30). *The 2021 Global Hallyu Trends*. Korean Foundation for International Cultural Exchange (KOFICE).

Kozinets, R. V. (2014). Social Brand Engagement: A New Idea. *GfK Marketing Intelligence Review*, 6(2), 9-15. <https://doi.org/10.2478/gfkmir-2014-0091>

Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2016). From Social to Sale: The Effects of Firm-Generated Content in Social Media on Customer Behavior. *Journal of Marketing*, 80(1), 7-25.

<https://doi.org/10.1509%2Fjm.14.0249>

Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmans, S. (2010). Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value. *Journal of Service Research*, 13(3), 297-310.

<https://doi.org/10.1177/1094670510375602>

Kumar, V., Day, G. S., Aaker, D. A., & Day, G. S. (2004). *Marketing Research*. Wiley.

Lamm, C., Batson, C. D., & Decety, J. (2007). The neural substrate of human empathy: effects of perspective-taking and cognitive appraisal. *Journal of Cognitive Neuroscience*, 19(1), 42-58.

<https://doi.org/10.1162/jocn.2007.19.1.42>

Lanzoni, S. (2012). Introduction: Emotion and the Sciences: Varieties of Empathy in Science, Art, and History. *Science in Context*, 25(3), 287-300.

<https://doi.org/10.1017/S0269889712000105>

Lanzoni, S. M. (2018). *Empathy: A History*. Yale University Press.

Laroche, M., Habibi, M. R., & Richard, M.-O. (2012). The effects of social media based brand communities on brand community markers, value creation

practices, brand trust and brand loyalty. *Computers in Human Behavior*, 28(5), 1755-1767. <https://doi.org/10.1016/j.chb.2012.04.016>

Laslo, E., Baram-Tsabari, A., & Lewenstein, B. V. (2011). A growth medium for the message: Online science journalism affordances for exploring public discourse of science and ethics. *Journalism*, 12(7), 847-870. <https://doi.org/10.1177%2F1464884911412709>

Lee, W. N., Yun, T., & Lee, B. K. (2005). The role of involvement in country-of-origin effects on product evaluation: Situational and enduring involvement. *Journal of International Consumer Marketing*, 17(2-3), 51-72. [https://doi.org/10.1300/J046v17n02\\_04](https://doi.org/10.1300/J046v17n02_04)

Lim, J. S., Hwang, Y. C., Kim, S., & Biocca, F. (2015). How social media engagement leads to sorts channel loyalty? Mediating roles of social presence and channel commitment. *Computers in Human Behavior*, 46. <http://doi.org/10.1016/j.chb.2015.01.013>

Lim, S. (2022, March 23). Netflix Uses Contextual DOOH To Promote K-dramas In Indonesia. *The Drum*. Retrieved November 30, 2022, from <https://www.thedrum.com/news/2022/03/23/netflix-uses-contextual-doooh-promote-k-dramas-indonesia>

Lush Cosmetics North America. (n.d.). *LUSH How It's Made* [YouTube Playlist]. YouTube. Retrieved September 17, 2022, from [https://www.youtube.com/watch?v=9fcTLQ3T0F0&list=PL\\_G\\_OaIbOuAmPFX8IubCXOp18\\_TBKyzhZ](https://www.youtube.com/watch?v=9fcTLQ3T0F0&list=PL_G_OaIbOuAmPFX8IubCXOp18_TBKyzhZ)

Lüsted, M. A. (2012). Netflix: The Company and Its Founders. ABDO Pub.

Mad. [@madformakeup.co]. (2022, January 25). *Verified Together we can support and voice justice in campus!* [Instagram Post; attached photo]. Instagram. Retrieved October 5, 2022, from <https://www.instagram.com/p/CZIqygtoVGz/?hl=en>

Marketing Science Institute. (2010). *2010-2012 Research Priorities*. Marketing Science Institute. Retrieved March 25, 2022, from <http://image.sciencenet.cn/olddata/kexue.com.cn/upload/blog/file/2010/9/201091515178616316.pdf>

- Martín-Quevedo, J., Fernández-Gómez, E., & Segado-Boj, F. (2019). How to Engage with Younger Users on Instagram: A Comparative Analysis of HBO and Netflix in the Spanish and US Markets. *International Journal on Media Management*, 21(2), 67-87.  
<https://www.tandfonline.com/doi/abs/10.1080/14241277.2019.1585355>
- McBane, D. A. (1995). Empathy and the Salesperson: A Multidimensional Perspective. *Psychology & Marketing*, 12(4), 349-370.  
<https://doi.org/10.1002/mar.4220120409>
- McKinsey & Company. (2015). *Marketing & Sales Big Data, Analytics, and the Future of Marketing & Sales*. McKinsey & Company. Retrieved September 17, 2022, from  
<https://www.mckinsey.com/~media/McKinsey/Business%20Functions/Marketing%20and%20Sales/Our%20Insights/EBook%20Big%20data%20analytics%20and%20the%20future%20of%20marketing%20sales/Big-Data-eBook.ashx>
- Media Partners Asia. (2021, January 19). *Indonesia: Cumulative SVOD subscribers reach 7 mil., led by Disney+ Hotstar*. Singapore. Retrieved February 25, 2022, from  
<http://www.realitymine.com/wp-content/uploads/2021/01/MPA-PR-Indonesia-SVOD.pdf>
- Morgenstern, B., & Mirabito, M. (2017). *The New Communications Technologies: Applications, Policy, and Impact*. Taylor & Francis Group.
- Mourougan, S., & Sethuraman, D. K. (2017). Hypothesis Development and Testing. *IOSR Journal of Business and Management*, 19(5), 34-40.  
<https://doi.org/10.9790/487X-1905013440>
- Myers, C. S. 1.-. (2016). *A Text-Book of Experimental Psychology, with Laboratory Exercises*. Creative Media Partners, LLC.
- Myers, S. (2000). Empathic listening: Reports on the experience of being heard. *Journal of Humanistic Psychology*, 40(2), 148-173.  
<https://doi.org/10.1177/0022167800402004>
- Napoli, P. M. (2011). *Audience Evolution: New Technologies and the Transformation of Media Audiences*. Columbia University Press.

- Napoli, P. M. (2015). The Audience as Product, Consumer, and Producer in the Contemporary Media Marketplace. In C. Brown & G. F. Lowe (Eds.), *Managing Media Firms and Industries: What's So Special About Media Management?* (pp. 261-275). Springer International Publishing.
- Netflix. (2021, December 31). *Annual Report 2021*. Netflix, Inc. Retrieved February 25, 2022, from [https://s22.q4cdn.com/959853165/files/doc\\_financials/2021/q4/da27d24b-9358-4b5c-a424-6da061d91836.pdf](https://s22.q4cdn.com/959853165/files/doc_financials/2021/q4/da27d24b-9358-4b5c-a424-6da061d91836.pdf)
- Netflix. (2021, February 25). Di Puncak Gelombang Korea, Netflix Menyoroti Cerita yang Dibuat di Korea dan Ditonton oleh Dunia. About Netflix. Retrieved November 30, 2022, from <https://about.netflix.com/id/news/riding-the-k-wave-netflix-spotlights-stories-made-in-korea-and-watched-by>
- Netflix. (n.d.). Only on Netflix. Netflix. Retrieved November 30, 2022, from <https://www.netflix.com/browse/genre/839338>
- Netflix Indonesia [@NetflixID]. (2022, March 15). *Dari Na Hee-do kita belajar* 🍷 [Tweet; attached photo]. Twitter. Retrieved November 30, 2022, from [https://twitter.com/NetflixID/status/1503581756946976768?s=20&t=60VeL6zByZpdAR63yTUK\\_A](https://twitter.com/NetflixID/status/1503581756946976768?s=20&t=60VeL6zByZpdAR63yTUK_A)
- Netflix Indonesia [@NetflixID]. (2022, March 20). *Disebut juga dengan manusia tipe noted siap* 🍷 [Instagram Post; attached video]. Instagram. Retrieved May 17, 2022, from <https://www.instagram.com/p/CbUJb3whuhX/>
- Netflix Indonesia [@NetflixID]. (2022, March 23). 🍷 *Obrolan tiap akhir bulan di grup yang nggak ada bosnya*. [Instagram Post; attached photo]. Instagram. Retrieved May 17, 2022, from <https://www.instagram.com/p/CbchkWBBHdp/>
- Netflix Indonesia [@NetflixID]. (2022, April 4). *Aku yang shampoonya masih suka diisi air can't relate sama yang kalo jajan nggak nyari promo* 🍷. [Instagram Post; attached photo]. Instagram. Retrieved November 30, 2022, from <https://www.instagram.com/p/Cb6xYjBvtYj/>

- Netflix Indonesia [@NetflixID]. (2022, May 23). *Belakangan emang lagi ngerasa gerah banget ygy* 🤔 [Instagram Post; attached video]. Instagram. Retrieved November 15, 2022, from <https://www.instagram.com/p/Cdcub6HBtBb/>
- Netflix Indonesia [@NetflixID]. (2022, October 5). *Aku sebut ini sebagai sebuah rekor*. [Instagram Post; attached video]. Instagram. Retrieved October 7, 2022, from [https://www.instagram.com/p/CjUjsKaPwrQ/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CjUjsKaPwrQ/?utm_source=ig_web_copy_link)
- Netflix Indonesia [@NetflixID]. (n.d.). *Posts* [Instagram Profile]. Retrieved February 25, 2022, from <https://www.instagram.com/netflixid>
- Netflix Indonesia [@NetflixID]. (n.d.). *Tweets* [Twitter Profile]. Retrieved February 25, 2022, from <https://www.twitter.com/netflixid>
- Neuman, W. L. (2013). *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson.
- Ni, X., Shao, X., Geng, Y., Qu, R., Niu, G., & Wang, Y. (2020). Development of the Social Media Engagement Scale for Adolescents. *Front. Psychol*, 11. <https://doi.org/10.3389/fpsyg.2020.00701>
- Nugroho, Y., Putri, D. A., & Laksmi, S. (2013). Mapping the landscape of the media industry in contemporary Indonesia. In *Engaging Media, Empowering Society: Assessing Media Policy and Governance in Indonesia through the Lens of Citizens' Rights*. Centre for Innovation Policy and Governance. Retrieved September 16, 2022, from <https://cipg.or.id/wp-content/uploads/2015/06/MEDIA-2-Media-Industry-2012.pdf>
- Patruti-Baltes, L. (2016). The impact of digitalization on business communication. *SEA--Practical Application of Science*, 4(11), 319-325. Retrieved February 25, 2022, from [https://seaopenresearch.eu/Journals/articles/SPAS\\_11\\_21.pdf](https://seaopenresearch.eu/Journals/articles/SPAS_11_21.pdf)
- Patterson, P. G., Yu, T., & Ruyter, K. d. (2006). *Understanding Customer Engagement in Services*. ANZMAC. Retrieved March 25, 2022, from [https://www.researchgate.net/publication/341788309\\_Understanding\\_custom](https://www.researchgate.net/publication/341788309_Understanding_custom)

er\_engagement\_in\_services#:~:text=Patterson%2C%20Yu%20and%20De%20Ruyter,their%20new%20products.%20...

- Pearson's Correlation Coefficient. (2008). In W. Kirch (Ed.), *Encyclopedia of Public Health: Volume 1: A - H Volume 2: I - Z*. Springer.
- Pedersen, C. L. (2021, March). Empathy-based Marketing. *Psychology of Marketing*, 38(5), 470-480. <https://doi.org/10.1002/mar.21448>
- Pérez, E. P. (2020). Next episode, next market: Social media marketing for SVoD, the case of Netflix. *Global*, 4(8), 8-13. Retrieved October 5, 2022, from [https://www.researchgate.net/publication/348549827\\_Next\\_episode\\_next\\_market\\_Social\\_media\\_marketing\\_for\\_SVoD\\_the\\_case\\_of\\_Netflix](https://www.researchgate.net/publication/348549827_Next_episode_next_market_Social_media_marketing_for_SVoD_the_case_of_Netflix)
- Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. *Advances in Experimental Social Psychology*, 19, 123-205. [https://doi.org/10.1016/S0065-2601\(08\)60214-2](https://doi.org/10.1016/S0065-2601(08)60214-2)
- Petty, R. E., Cacioppo, J. T., Strathman, A. J., & Priester, J. R. (2005). To Think or Not To Think: Exploring Two Routes of Persuasion. In M. C. Green & T. C. Brock (Eds.), *Persuasion: Psychological Insights and Perspectives* (pp. 81-116). SAGE Publications.
- Pranata, R. A. (2022). *MOTIVASI PENGGUNAAN FITUR LIKE INSTAGRAM (STUDI DESKRIPTIF KUALITATIF PADA MAHASISWA UNIVERSITAS MUHAMMADIYAH SURAKARTA)*. Universitas Muhammadiyah Surakarta. Retrieved November 18, 2022, from <http://eprints.ums.ac.id/96818/1/Naskah%20Publikasi.pdf>
- Preston, S. D. (2007). A Perception-Action Model for Empathy. In *Empathy in Mental Illness* (pp. 428-447). Cambridge University Press. <https://psycnet.apa.org/doi/10.1017/CBO9780511543753.024>
- Putri, A. R. F., & Paksi, A. K. (2021). The Strategy of Netflix to Dominate The Entertainment Media Market in Indonesia 2016-2021. *Jurnal Ilmiah Dinamika Sosial*, 5(1), 10-34. <https://doi.org/10.38043/jids.v5i1.3049>
- Putri, I. P., Liany, F. D. P., & Nuraeni, R. (2019). K-Drama dan Penyebaran Korean Wave di Indonesia. *ProTVF*, 3(1), 68-80. <https://doi.org/10.24198/ptvf.v3i1.20940>



- PwC. (2018). *Experience is everything: Here's how to get it right*. PwC. Retrieved March 13, 2022, from <https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf>
- Rajendiran, A., & Dorai, S. (2019). Friendship to Kinship: Evaluating the Role of Consumer Brand Engagement to Promote Brand Evangelism. In *Handbook of Research on the Impact of Fandom in Society and Consumerism* (pp. 171-192). IGI Global. <https://doi.org/10.4018/978-1-7998-1048-3.ch009>
- Razmuz, W. (2021, September 23). Consumer Brand Engagement Beyond the "Likes". *Front. Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.692000>
- Renninger, K. A., & Bachrach, J. E. (2015). Studying Triggers for Interest and Engagement using Observational Methods. *Educational Psychologist*, 50(1), 58-69. <https://doi.org/10.1080/00461520.2014.999920>
- Route. (2020, August 4). *11 Best Examples of Empathetic Marketing*. Route. Retrieved September 17, 2022, from <https://route.com/blog/11-ecommerce-brands-rocking-empathetic-marketing>
- Sarwono, J. (2006). *Metode Penelitian Kuantitatif & Kualitatif*. Graha Ilmu.
- Scissors, L., Burke, M., & Wengrovitz, S. (2016, February). What's in a Like? Attitudes and behaviors around receiving Likes on Facebook. *Proceedings of the 19th ACM Conference on Computer-Supported Cooperative Work & Social Computing*, 1501-1510. <http://doi.org/10.1145/2818048.2820066>
- Shen, L. (2010). Mitigating Psychological Reactance: The Role of Message-Induced Empathy in Persuasion. *Human Communication Research*, 36(3), 397-422. <https://doi.org/10.1111/j.1468-2958.2010.01381.x>
- Shin, D. H. (2009). Determinants of customer acceptance of multi-service network: An implication for IP-based technologies. *Information & Management*, 46(1), 16-22. <https://doi.org/10.1016/j.im.2008.05.004>
- Skinner, E. A., & Belmont, M. J. (1993). Motivation in the classroom: Reciprocal effects of teacher behavior and student engagement across the school year. *Journal of Education Psychology*, 85(4), 571-581. <https://psycnet.apa.org/doi/10.1037/0022-0663.85.4.571>

- Slater, M. D., & Rouner, D. (2002). Entertainment-education and elaboration likelihood: Understanding the processing of narrative persuasion. *Communication Theory*, 12(2), 173-191.  
<https://doi.org/10.1111/j.1468-2885.2002.tb00265.x>
- Slater, M. D., Rouner, D., & Long, M. (2006). Television Dramas and Support for Controversial Public Policies: Effects and Mechanisms. *Journal of Communication*, 56(2), 235-252.  
<https://doi.org/10.1111/j.1460-2466.2006.00017.x>
- Sobel, M. E. (1982). Asymptotic Confidence Intervals for Indirect Effects in Structural Equation Models. *Social Methodology*, 13, 290-321.  
<https://doi.org/10.2307/270723>
- Solem, B., & Pedersen, P. E. (2016). The role of customer brand engagement in social media: conceptualisation, measurement, antecedents and outcomes. *International Journal of Internet Marketing and Advertising*, 10(4), 223-254.  
<http://dx.doi.org/10.1504/IJIMA.2016.10002251>
- Soto, J. A., & Levenson, R. W. (2009). Emotion Recognition across Cultures: The Influence of Ethnicity on Empathic Accuracy and Physiological Linkage. *Journal of Emotion*, 9(6), 874-884. <https://doi.org/10.1037/a0017399>
- Statista. (2021, August 31). *Indonesia: leading SvoD services by age group 2021*. Statista. Retrieved March 8, 2022, from <https://www.statista.com/statistics/1260246/indonesia-leading-subscription-video-on-demand-services-by-age-group/>
- Statista. (2022, October 19). *Netflix: number of subscribers worldwide 2022*. Statista. Retrieved December 1, 2022, from <https://www.statista.com/statistics/250934/quarterly-number-of-netflix-streaming-subscribers-worldwide/>
- Stojanovic, I., Andreu, L., & Curras-Perez, R. (2018). Effects of the intensity of use of social media on brand equity: An empirical study in a tourist destination. *European Journal of Management and Business Economics*, 27(1), 83-100. <https://doi.org/10.1108/EJMBE-11-2017-0049>

- Sürücü, L., & Maşlakçı, A. (2020). Validity and Reliability in Quantitative Research. *Business And Management Studies An International Journal*, 8(3), 2694-2726. <https://doi.org/10.15295/bmij.v8i3.1540>
- Sutherland, R. (n.d.). The Objectivity Trap. In *The B2B Institute at LinkedIn*. LinkedIn Corporation. Retrieved September 17, 2022, from <https://business.linkedin.com/marketing-solutions/b2b-institute/the-objectivity-trap>
- Thompson, D. (2012, November 15). Prisoners of Cable. *The Atlantic*. Retrieved December 1, 2022, from <https://www.theatlantic.com/magazine/archive/2012/11/prisoners-of-cable/309109/>
- Titchener, E. B. (1909). *The Experimental Psychology of the Thought Processes*. MacMillan. <https://doi.org/10.1037/10877-000>
- Trijp, H. C. M. v., Hoyer, W. D., & Inman, J. J. (1996). Why Switch? Product Category: Level Explanations for True Variety-Seeking Behavior. *Journal of Marketing Research*, 33(3), 281-292. <https://doi.org/10.2307/3152125>
- Trunfio, M., & Rossi, S. (2021). Conceptualising and measuring social media engagement: A systematic literature review. *Italian Journal of Marketing*, 267-292. <https://doi.org/10.1007/s43039-021-00035-8>
- Tsai, W.-H. S., & Men, L. R. (2017). Consumer engagement with brands on social network sites: A cross-cultural comparison of China and the USA. *Journal of Marketing Communication*, 27(1), 2-21. <https://doi.org/10.1080/13527266.2014.942678>
- Urbina, S., & Anastasi, A. (1997). *Psychological testing*. Prentice Hall.
- van Baaren, R. B., Holland, R. W., Steenaert, B., & van Knippenberg, A. (2003). Mimicry for money: Behavioral consequences of imitation. *Journal of Experimental Social Psychology*, 39(4), 393-398. [https://doi.org/10.1016/S0022-1031\(03\)00014-3](https://doi.org/10.1016/S0022-1031(03)00014-3)
- Verducci, S. (2005). A conceptual history of empathy and a question it raises for moral education. *Educational Theory*, 50(1), 63-80. <https://doi.org/10.1111/j.1741-5446.2000.00063.x>

- Viu Indonesia [@ViuIndonesia]. (2022, October 4). *Dear Viuers tersayang, Ini deretan drama, film, anime, variety show yang akan tayang di minggu ini* 🍌 [Instagram Post; attached photo]. Retrieved October 7, 2022, from [https://www.instagram.com/p/CjSaSIGuIth/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CjSaSIGuIth/?utm_source=ig_web_copy_link)
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer Engagement: Exploring Customer Relationships Beyond Purchase. *Journal of Marketing Theory and Practice*, 20(2), 122-146. <https://doi.org/10.2753/MTP1069-6679200201>
- Walther, J. B., & Parks, M. R. (2002). Cues filtered out, cues filtered in: computer-mediated communication and relationships. In M. L. Knapp & J. A. Daly (Eds.), *Handbook of Interpersonal Communication*. SAGE Publications.
- Whiston, S. (2016). *Principles and Applications of Assessment in Counseling*. Cengage Learning.
- Wiatrowski, M., & Barker, C. (Eds.). (2017). *The Age of Netflix: Critical Essays on Streaming Media, Digital Delivery and Instant Access*. McFarland, Incorporated, Publishers.
- Widiastuti, D. A. (2022). Bersama sineas Indonesia, Netflix garap dua film original baru. Tek.id. Retrieved November 30, 2022, from <https://www.tek.id/culture/bersama-sineas-indonesia-netflix-garap-dua-film-original-b1ZRS9iBO>
- Wirtz, J., Orshinger, C., & Cho, H. (2019). Engaging customers through online and offline referral reward programs. *European Journal of Marketing*, 53(9), 1962-1987. <https://doi.org/10.1108/EJM-10-2017-0756>
- Yang, S.-U., Kang, M., & Johnson, P. (2010). Effects of Narratives, Openness to Dialogic Communication, and Credibility on Engagement in Crisis Communication Through Organizational Blogs. *Communication Research*, 37(4), 473-497. <https://doi.org/10.1177/0093650210362682>
- Zaichkowsky, J. L. (1985). Measuring the Involvement Construct. *Journal of Consumer Research*, 12(3), 341-352. <https://doi.org/10.1086/208520>